

## CLAIMS AMENDMENT SHEET

### WHAT IS CLAIMED IS:

1. (Original) A method for communicating a timing of ad broadcasts, comprising:  
electronically accessing at least one electronically stored record indicating, directly or indirectly, at least times for ads broadcast in a past period;  
automatically generating a client report including at least a time for a broadcast of an ad in a period; and  
automatically transmitting the report to an advertising client.
2. (Original) The method of claim 1 including accessing an electronically stored record generated at least in part by broadcast inserter equipment and accessing an electronically stored record generated at least in part by a traffic and billing system.
3. (Original) The method of claim 1 that includes automatically generating and transmitting a plurality of reports.
4. (Original) The method of claim 1 wherein transmitting is at least by one of fax and email.
5. (Original) The method of claim 1 wherein transmitting includes a banner.
6. (Original) The method of claim 1 that includes automatically transmitting report information to an account manager for the client.
7. (Currently Amended) A ~~system~~ method for assessing broadcast advertising, comprising:  
electronically accessing at least one verified file log;  
automatically compiling a verified broadcast report ~~by~~ according to advertising client; and  
automatically transmitting the report to a client.
8. (Currently Amended) The ~~system~~ method of claim 7, including electronically accessing at least one Schedule Log.
9. (Currently Amended) The ~~system~~ method of claim 8 including:  
outputting a measure of the effectiveness of a broadcast media in executing advertising in accordance with a Schedule Log.

10. (Currently Amended) The system method of claim 9 that includes outputting a measure of effectiveness by according to advertising client and automatically transmitting the measure to the client.

11. (Currently Amended) The system method of claim 10 that includes outputting an indicia of an omitted ad.

12. (Currently Amended) The system method of claim 7 that includes automatically compiling and transmitting a plurality of reports to a plurality of clients.

13. (Currently Amended) A system for assessing broadcast advertising, comprising:  
means for electronically accessing a broadcast verified file;  
means, in communication with the verified file, for automatically compiling an “as-run” report [[by]] according to advertising client; and  
means, in communication with the client report, for automatically transmitting the report to a client.

14. (Original) The system of claim 13 including  
means for electronically accessing a Schedule Log file, in communication with the means for compiling.

15. (Original) The system of claim 14 including means, in communication with the Schedule Log means and verified file means, for outputting a measure of the effectiveness of a broadcast media in executing advertising in accordance with a Schedule Log.

16. (Original) The system of claim 13 that includes means for automatically transmitting a plurality of reports to a plurality of clients.

17. (Original) The system of claim 14 including means for automatically transmitting a schedule report to a client prior to broadcast.

18. (Cancelled)

19. (Original) The method of claim 1 including generating a report including a title for an ad.

20. (Original) The system of claim 14 that includes means for identifying at least media, time, client and title information within records created by different traffic and billing systems.

21. (Currently Amended) A method for communicating ad broadcast effectiveness, comprising:

electronically accessing at least one verified file:

electronically accessing a rating data file; and

compiling a run report by ad client containing indicia of actual ad exposure.

22. (Currently Amended) The method of claim 21 including electronically accessing a Schedule Log file.

23. (Currently Amended) The method of claim 21 including electronically transmitting the report to a client.

24. (Currently Amended) The method of claim 21 including electronically accessing a client file and automatically transmitting reports to a plurality of clients.

25. (Currently Amended) The method[[s]] of claim 1 including electronically accessing a rating data file and transmitting an indicia of actual ad exposure.

26. (Original) The method of claim 25 wherein the indicia include a relevant Nielson Rating.

27. (Currently Amended) The ~~system~~ method of claim 7 including electronically accessing a rating data file and transmitting an indicia of actual ad exposure.

28. (Cancelled)

29. (New) The method of claims 1, 2 and 23 wherein the automatically transmitting includes posting on the Internet for client access.

30. (New) The system of claim 13 wherein the means for automatically transmitting includes a client accessible Internet site.

## DRAWING AMENDMENT SHEET